

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Management prireditiv
Course title:	Event management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih destinacij, dodiplomski visokošolski strokovni	/	3	1.
Tourism Destination Management, Undergraduate professional study programme, 1st level	/	3	1.

Vrsta predmeta / Course type notranje izbirni / optional

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	15	/	15	120	6

Nosilec predmeta / Lecturer: izr. prof. dr. Tadeja Jere Jakulin, pred. Miha Lesjak, mag. turiz.

Jeziki / Languages:	Predavanja / Lectures:	slovenski / Slovene
	Vaje / Tutorial:	slovenski Slovene

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Seminarsko delo in načrtovanje prireditve z njeno izvedbo.

Prerequisites:

Seminar work and event planning with organised event

Vsebina:

Uvod v prireditveni management

- temeljna načela prireditiv
- osnove prireditve
- vrste prireditiv
- Hallmark prireditve
- management hotelskih prireditiv in animacije
- fundraising in vrednotenje prireditiv
- management kakovosti prireditiv

Načrtovanje programa prireditve

- koncept programa
- kako voditi program
- kako prodati program
- stalna evalvacija in izboljšav
- zagotavljanje kakovosti
- zadovoljstvo naročnika

Protokol

- zgodovina protokola

Content (Syllabus outline):

Introduction to Event Management

- Basic event principles
- Bas of and Event
- Type of events
- Hallmark events
- Hotel event and animation Management
- Fundraising and event evaluation
- Event Management Quality
- Event programme planning
- Concept
- Leading the program
- Selling the programme
- Evaluation and improvement
- Quality assurance
- Customer satisfaction

Protocol
History

- Special Events Protocol

- protokol posebnih prireditev
- diplomatski protokol
- državni protokol
- vedenje in reakcije ob protokolarnih dogodki
- protokolarna komunikacija
- protokol ob mega prireditvah

Življenjski cikel programa in časovni raspored

- od ideje do zaključka
- Ganttov diagram
- časovni trak
- metoda PERT
- metoda CPM

- Diplomatic Protocol
- State Protocol
- Protocol events manners
- Communication
- Mega Event Protocol

Life cycle of an event programme and time planning tools

- From the idea to the execution of an event
- Gantt diagram
- Time plan
- PERT
- CPM

Temeljna literatura in viri / Readings:

Osnovna:

- Getz, D. (1997). Event management and Event tourism. Cognizant Communication Corporation: N.Y.
- MacDonnel, I., Allen, J., O Toole, W. (1999). Festival and special events management. J. Wiley & Sons: N.Y.
- Sikošek, M. (2010): Management prireditev: organizacija študentskih prireditev. Koper: Fakulteta za management.
- Watt, D.,C. (1998). Event management in Leisure tourism. Addison Wesley Longman Publishing: N.Y.

Dopolnilna:

- Allen, J. (2000). Events planning: the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events. Wiley ,cop.: Ontario.
- Benedetti, K. (2009). Protokol, simfonija forme. Ljubljana: Planet GV.
- Finger, B., C., in Gayler, B. (2003). Animation im Urlaub. Oldenburg Verlag: München.
- Goldblatt, J., J. (1997). Special events: Best practices in modern event management. Van Nostrand Reinhold: USA.
- Huges, H. (2000). Arts, entertainment and tourism. Biddles Ltd. Great Britain.
- O`Toole, W. and Mikolaitis, P. (2000). Corporate event project management. John Wiley & Sons. N.Y.
- Pine, B., J., Gilmore, J. H. (1999). The Experience economy: Wokr is theatre and Every Business is a stage. Harvard Business School Press: Boston.
- Shone, A., (2001). Successful event Management: practical handbook. Continoum: N.Y.

Cilji in kompetence:

Namen in cilji predmeta:

Predmet ponudi študentu celostni pregled načrtovanja, organiziranja, koordiniranja, izvedbe in anticipiranja prireditev z vseh področij družbenega življenja. Hkrati predstavlja celoten protokol prireditve ob različnih situacijah in z različno stopnjo pomembnosti.

Kompetence, ki jih razvija predmet:

Študent osvoji razlike med prireditvenim turizmom in managementom prireditev. Naučijo se osnovnih metod vodenja prireditev kot vodenja projektov, spoznajo način ustvarjalnega razmišljanja kot pogoj za enkratnost različnih tipov prireditev.

Objectives and competences:

The course offers systems view upon planning, organising, coordinating, executing and anticipating different types of events. At once it gives a view upon events protocol, which depend on the topic and importance of the event.

Competencies developed within the course: Students understand differences between event tourism and event management. They learn basic event leadership methods, creative ways of thinking, which is a condition to create unique events.

Predvideni študijski rezultati:

Intended learning outcomes:

Znanje in razumevanje: Vodenja, koordinacije in moderiranja prireditve v okviru podjetja, destinacije ali različnih turističnih namestitev.	Knowledge and understanding: Leading, coordinating and moderating an event in a frame of a company, destination or different tourist accommodation.
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Metode poučevanja in učenja:

Načini dela pri predmetu:
Vaje začenjamo s simulacijo prireditev in situacij, ki nastajajo v življenju splošnih in protokolarnih prireditev. Študentje odigrajo vloge, ki so jim namenjene in se pri tem naučijo osnovnih pravil organiziranja in izvajanja manjših in srednjih prireditev, ki so podlaga za organizacijo večjih (mega) prireditev. Naučijo se veščin diplomatskega protokola in njegovega izvajanja v realnih situacijah.

Povezanost z drugimi predmeti:

V predmetu se ustvarja most med znanjem pridobljenim pri predmetih prireditveni protokol, marketing, poslovanje turističnih podjetij. Management prireditev zajema poznavanje in izvajanje vseh postopkov vodenja, organiziranja in izvajanja turističnih, hotelirskih, marketinških in prireditvenih aktivnosti, ki so pomembne za dobro izvedbo storitev v turizmu.

Posebnosti predmeta:

Kadrovski pogoji: visokošolski učitelj, asistent. Vaje potekajo na odru in v realnih situacijah ob organizaciji prireditev, ki se ob zaključku predmeta izvedejo v praksi.

Learning and teaching methods:

Ways of learning:

Simulation and organizing events in real life. Students get knowledge on protocol, basic rules on event planning and organizing, working in teams for organizing small and middle sized events, which are base for mega events. They also learn skills of diplomatic protocol and its execution in real situations.

Connections to other courses:

Marketing, tourism companies management.

Specialties of the course:

HR: professor and assistant

Seminar work is on stage and real situations. Events must be organized and executed at the end of the course.

Načini ocenjevanja:

Obveznosti študentov:
Študentje morajo pri vajah opraviti pisni kolokvij in izdelati vsaj eno seminarsko nalogo.

Oblike preverjanja in ocenjevanja znanja:

Test, ki je sestavljen iz več vsebin predmeta. Po potrebi morajo opraviti tudi ustni zagovor.

Delež (v %) /
Weight (in %)

100% pisni izpit
100% written exam

Assessment:

Type (examination, oral, coursework, project):
Colloquium and seminar work.

Grading the knowledge:

Written test in a form of an essay, which contains all areas of learned topics. Sometimes oral examination is required):

Reference nosilca / Lecturer's references:

izr. prof. dr. Tadeja Jere Jakulin:

KAMNIKAR, Jerneja, JERE LAZANSKI, Tadeja. Conjoint analiza za ugotavljanje optimalne storitve cateringa na posebnem dogodku. *Academica turistica*, jun. 2009, letn. 2, št. 1/2, str. 30-35. [COBISS.SI-ID [1088734](#)]

JERE LAZANSKI, Tadeja. Profesionalni animator za večje dobičke. *Tajnica*, nov. 2008, letn. 15, št. 11, str. 14-16. [COBISS.SI-ID [1025758](#)]

JERE LAZANSKI, Tadeja. Cultural animation in tourism. V: BRUCE, David (ur.), ROTARIU, Ilie (ur.). *European cultural tourism : lectures from the ATLAS Winter University : Sibiu, Romania, January 2007*. Sibiu: "Alma Mater", 2007, 2007, str. 87-107. [COBISS.SI-ID [944350](#)]

JERE LAZANSKI, Tadeja. Sistemsko mišljenje v prireditvenem okolju. V: *Event management 2006*. Ljubljana: Planet GV, 2006, 2008, str. [71-78]. [COBISS.SI-ID [944606](#)]

JERE LAZANSKI, Tadeja. *Animacija u hotelijerstvu : udžbenik i vježbe za predavanja*. Zagreb: Zagrebačka škola za menedžment, 2008. 126 str., ilustr. [COBISS.SI-ID [1005022](#)]

JERE LAZANSKI, Tadeja. *Šola za animatorje v turizmu : čas usposabljanja 8.-15. novembra 2009*. Portorož: Fakulteta za turistične študije - Turistica, 2009. 15 str., ilustr. [COBISS.SI-ID [1117662](#)]

pred. Miha Lesjak, mag. turiz.:

LESJAK, Miha. Event management: from idea to event, case of "Turizmijada" event for students in facts and figures of Slovenian tourism : [Erasmus predavanje na Vilnius University of Applied Sciences, Faculty of Business Management, Tourism department, Litva, Vilna, 30.5.-4.6.2012]. 2012. 8 f. [COBISS.SI-ID 1387486]

LESJAK, Miha. Innovative methods of promoting big sporting events : case Eurobasket 2013, Slovenia : [lecture at University of Tartu, Pärnu College, 26.08.2013-29.08.2013]. 2013. [7] f. [COBISS.SI-ID 1497054]

LESJAK, Miha. Ali Portorož potrebuje Kongresni urad?. GT, 2012, letn. 18, št. 85, str. 24-25, ilustr. [COBISS.SI-ID 1422558]

JUVAN, Emil, LESJAK, Miha. Destination management functions impact on tourism competitiveness : international comparative analysis. V: *Scientific proceedings : Choose excellence*. Novi Sad: The Centre for Tourism Research, 2010, str. 30-44, ilustr. [COBISS.SI-ID 1274590]

LESJAK, Miha, JUVAN, Emil. Erasmus exchange motivation factors : international analysis. V: MATIĆ, Jennifer (ur.), WALLINGTON, Clint J. (ur.). *Tourism & hospitality, drivers of transition : conference proceedings*. Dubrovnik: Rochester institute of technology, 2011, str. 364-375. [COBISS.SI-ID 1355486]